

THE MAUI NEWS

Entered at the Post Office at Wailuku, Maui, Hawaii, as second-class matter.

A Republican Paper Published in the Interest of the People
Issued Every Friday.

MAUI PUBLISHING COMPANY, LIMITED,
Proprietors and Publishers.

SUBSCRIPTION RATES, \$2.50 PER YEAR IN ADVANCE

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FRIDAY : MAY 23, 1919.

THE TOURIST IS HUMAN

Down in Hilo they recognize the value of the tourist trade and are anxious that Hawaii should not only have tourists but should give the tourist a square deal. Thornton Hardy, editor and publisher of the Hilo Tribune writes the following pertinent editorial on the matter of promotion committee vs. tourist, that Maui might well remember when she makes her bid for the tourist trade.

"The Hawaii Promotion Committee of Honolulu is struggling with the tourist problem. At a meeting of the committee last Friday one member proposed a very unique advertising slogan, 'Don't Come to Hawaii Now.' This aroused a number of citizens to vitriolic comment and such epithets as alleged promotionists and other remarks unfit for publication.

"It is evident that as a publicity bureau the Hawaii Promotion Committee has been more or less a fizzle up to—and including—the present time. The mental process of its members are at times difficult to analyze; taking merely for instance the brilliant scheme of last summer to spend \$50,000 on advertising in mainland publications with a view to getting tourists here for the winter, at that time all of three months distant. War conditions then made travel anywhere next to impossible and pleasure tripping was especially discouraged by the Federal Government. The reasons for this were so obvious that the veriest dullard could appreciate them, yet the Promotion Committee seriously contemplated spending a sizable sum of money in advertising for tourists.

"Aside from the fact that there were no boats available and that other obstacles were being added day by day to further impede the movements of citizens to and fro, it might have occurred to the Committee that three months in advance is hardly sufficient time in which to forward publicity matter to the States, have it published, read and talked over preparatory to making a long journey. Few there are whose affairs are in such shape as to permit of them skipping off on pleasure jaunts at a moment's notice. Furthermore, publicity must have time to sink in. Even the ephemeral circus plasters a town with paper for six weeks or more before the event, and a circus needs less advertising than any other enterprise on earth—and uses more.

"Dispassionately viewed, the slogan 'Don't Come to Hawaii Now,' is not so foolish as its critics would make it. Almost any tourist now in the Territory will tell you, with considerable asperity, that it is the most sensible thing the Promotion Committee has ever done, which brings us to consideration of the tourist and his personal feelings. To judge by past performances this item has been entirely ignored or overlooked by our promotionists. The chief thing, in their opinion, is to get the tourist here and let him shift for himself. If he finds no comfortable place in which to live and is informed that he will be lucky to get a return passage within six months, and that very mediocre hotel accommodations are rated at from \$7 to \$10 a day, and that he has to mortgage his life to buy an automobile ride to the suburbs of Honolulu or Hilo, it is no concern of the promotionists.

"If, by happy chance, our promotion bureau ever gets down to brass tacks and informs itself as to the science and psychology of promoting, we may expect favorable results. The first essential is to realize that the tourist is a human being, possessed of likes and dislikes and a desire to be dealt with squarely. His statues as a commodity is figurative at best. Where a thousand dollars is spent on enticing him here an equal amount should be spent on arranging for his comfort and happiness when he arrives, else he neutralizes the advertising by going home a knocked. If there are no ships to bring him or take him home in comfort it is the part of justice and good business sense to tell him so before he gets caught in the jam. We cannot reasonably expect a regular first class boat service within a year, and in the interim it would not be a bad idea to prepare for the rush that will then swamp all our facilities. Advertise Hawaii, by all means, but do it a long time in advance of expectations and play fair with the visitor by delivering the goods as advertised."

DO WE WANT IT?

On a trip to Maui last week Colonel Howard Hathaway, collector of internal revenue, expressed his willingness to establish a branch office at Wailuku for the collection of federal revenues on the Island of Maui. He said at the time that if the Maui people were favorable to the idea and would support the move that it might be done.

This statement is decidedly flattering to Maui, and is an indication that the head of the Honolulu office considers the business on Maui sufficiently worth while to warrant sending a special deputy here to facilitate the making of tax returns.

Such a proposition is one that Maui residents and merchants ought to welcome with joy. It means the saving of temper and time. The elucidation of the mazes of the tax returns and the prompt explanation of the hundred little twists in the tariff that are constantly presented and puzzling the merchants.

It also means less work for the Honolulu office in the way of letter writing, as well as insuring quicker returns from the Island. Let us hope that the people on Maui will show by their expressions of opinion to Colonel Hathaway what they think of his proposition, and by all means have a branch of the internal revenue office here in Wailuku.

A SUGGESTION

How many times a day does a woman put her hand to see if her back hair is all right? This question was asked by an observing travelling man the other day, and it now occurs to us to wonder if that arm was harnessed to a churn whether there would be sufficient movement to make the butter. It's a new idea for labor, and the farmer who believed in utilizing all the energy on the farm might make good use of it.

THEY'RE NOT ON MAUI

The man who declines to uncover when the American flag passes before him on parade because "takin' your hat off don't mean anything"—is UNPATRIOTIC.

The man with a family who refuses to take out a life insurance policy because "it won't do me any good after I'm dead, and I can save enough anyway"—he's SELFISH.

The man who swallows dynamite and then runs violently against a post in the hope the impact will end his earthly career—he's PLUMB FOOLISH.

A rush of foreign orders will be a fine thing for the shipbuilding industry, but what the country awaits with most anxiety is a government policy to ensure employment for American ships.

ABOUT LAHAINA WHARF—

Maui has the record of getting everything she ever went after. Now she is after Governor McCarthy on the Lahaina wharf proposition. For ten years the necessity for a decent wharf at Lahaina where passengers and freight could be landed directly from the boats, has been talked about and kicked about and fussed about. As Attorney Case said at the chamber of commerce meeting last week, we've done a lot of talking, but mighty little work. It was the consensus of the opinion at that time that Attorney Case had sized up the situation pretty well, and that Maui's mad was now up and she was going to get that wharf or bust. Appropriations have been made by several legislatures but no money ever came through for surveying or development work.

Maui has got to do one thing—either to progress or retrograde, and which she shall do is up to the people that live on this wonderfully beautiful island. You've got an island that for beauty can put it all over Oahu. While you've not got an active volcano such as Hawaii, you've got Haleakala, a crater that is wonderful in its location and aspect and other beautiful scenes. You've got a climate that you need not be ashamed of, and you've got hospitality in the true sense of the word. These are the things that bring the tourist and the tourists brings progress and prosperity.

But tourists like to feel solid land under their feet when they get off a boat, and there are many of them too timid to get into a small boat and bob around in the middle of the night to a wharf in the dim distance. Suppose you had been seasick on the way down and then had to climb down a ship's companionway into a bobbing boat and be rowed off into the dark? You wouldn't like it any better than they do.

"Revenue," yell the legislators and the government heads sitting comfortably in Honolulu, "we can't build a wharf for you unless we are assured of revenue." Did you ever see a river with any traffic before a wharf was built? Did you ever see a city without a wharf that could get any boats to stop there? Build your wharf and your revenue will come fast enough. You're not going to take a pig-to market if you don't have a butcher to sell it to, and you won't take your freight to the ocean if there isn't a decent wharf to place it on while it waits for a ship. And you can't place your freight on the ship without a wharf for it to tie up to.

A very good suggestion was made at the chamber meeting. It was that if we can't get the legislature to give us the money to build the wharf because we can't promise them a stated revenue, let's build the wharf ourselves. It isn't a bad idea at that. You've hung around for ten years begging the legislature to build you a wharf at Lahaina. If they don't get busy pretty soon, it's up to Mauities to get a hustle on themselves and show the legislature that Maui can do things without their patronage.

Think Lahaina wharf—talk Lahaina wharf—dream Lahaina wharf but get busy and boost for it ALL THE TIME!

If the charge brought by Bank Manager Mitchell against Carranza of looting the Banco Londres of nineteen millions in one year is anywhere near the truth, the fact will only confirm the opinion of some late writers on Mexican conditions that the president of Mexico is the leading bandit of his country.

When will some clever person invent some other refreshment besides ice cream and cake.

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TIME TO REVISE YOUR INVESTMENTS

Has the filing of your income tax returns caused you to reflect as to the future?

Will you produce or earn more during the coming year than you did during the past year?

If not you are "out-of-luck" for your living expenses have certainly not been reduced and you will be required to pay a large part of your earnings in taxation.

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